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MARCH 15,

1965

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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 12, 1965

March 11 — ALTMAN RELEASE--European fashions. (Preview, March 5)

Thursday March 11 9:30 A.M. Breakfast	PRESS PREVIEW: "PRET A PORTER" FASHIONS	BONWIT TELLER	8TH FLOOR

Bonwit Teller will invite the press to preview "Pret a Porter" fashions by: Pierre D'Alby, Marion Foale, Emmanuelle Khanh, Roger Nelson, Queisser, Michael Rozier, Maggie Shepherd, Sally Tuffin, V. de V. By invitation. (For Release, Fri., March 12.) Publicity: Carolyn Saks, EL. 5-6800.

Thursday March 11 4:00 P.M. Champagne	PRESS PREVIEW: CUSTOM-ORDER COLLECTION	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR

Dick Webster will present his Spring-Summer daytime to evening custom-order collection. By invitation. Thereafter showings by appointment. Contact: Betty Clements at Jan Taylor, TR. 9-8965.

Thursday March 11	IMPORTED FALL KNIT COLLECTION	ARBE IMPORTS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

Continuous daily showings of Fall boutique knits; and one-, two-, and three-piece beaded and embroidered imported hand-loomed knits, designed by Dorothy Arden. Contact: LW. 4-0220.

Thursday March 11	ADVANCE FALL KNIT COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

Daily informal showings of advance Fall knit collection. Contact:LO.4-0462.

Friday March 12 10:30 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE

Press preview of imports and reproductions. By invitation. (For Release, Mon., March 15.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.

Friday March 12 12:00 Noon	SPRING-SUMMER PREVIEW BY TWO DESIGNERS	BERGDORF GOODMAN	4TH FLOOR

Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. (For Release, Wed., March 17.) Publicity: Florence Neff, PL. 3-7300.

WEEK BEGINNING MONDAY, MARCH 15, 1965

March 15 — ALEXANDER'S RELEASE--Imports and reproductions. (Preview, March 12)

Monday March 15 9:30 A.M. Breakfast	PREVIEW: IMPORTS AND REPRODUCTIONS	OHRBACH'S	5TH FLOOR

Ohrbach's will preview their collection of French, Italian imports and reproductions. For the press, by invitation only. (Note Change Of Date.) (For Release, Tues., March 16.) Publicity: Mark Klauser, OX. 5-4000.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 15 12:00 Noon	SHOWING: MID-SUMMER "MAGIC" FASHIONS	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	"The Ides Of March"--Adele Simpson's Mid-Summer collection. Showing at 12:00 Noon, followed by luncheon at 12:45 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. Contact: LA. 4-7626.		
Monday March 15 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS	MACY'S NEW YORK	3RD FLOOR BROADWAY BUILDING
	Showings of import fashions for customers at 12:15 and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.		
Beginning Monday March 15	FALL IMPORTED KNIT FASHIONS	ALBERTO IMPORTS, INC.	500 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Daily informal showings of Fall imported knit costumes, ensembles, and dresses in knit fabrics and hand-woven tweeds. Contact: Marjorie Alfus, WI. 7-0107.		
Just Issued	HOSIERY COLORS FOR FALL 1965	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE
	Hosiery Color Card for Fall 1965, featuring "ubiquitous" colors. Contact: Anne Mulligan, MU. 5-5881.		
Tuesday March 16 9:00 A.M. Breakfast	PREVIEW OF SUMMER MILLINERY	CHRISTIAN DIOR, INC. (1040 SIXTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Preview for press and buyers of Christian Dior's millinery for Summer. By invitation. Contact: WI. 7-6776.		
Tuesday March 16 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of early Fall coat collection, March 16, 18, 22, 24, 29 at 2:00. By appointment. Contact: Miss Jaye, BR. 9-8987.		
Tuesday March 16 3:00 P.M.-4:30 P.M.	"APRES LUNCH" FASHION SHOW	DESIGNS BY BILL BLASS	DELMONICO'S BALLROOM
	Designs by Bill Blass: dresses for Maurice Rentner; swimsuits for Roxanne; children's fashions for Celeste. Hats--Adolfo. Gloves--Kislav. Press by invitation. Public by reservation: $3.50; contact: EL. 5-2500. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.		
Tuesday March 16 4:00 P.M. Cocktails	PREVIEW OF FALL KNITWEAR	RICANO (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Preview of Ricano's Fall knitwear collection for the young sophisticate, designed by Howard Lawrence. For press and buyers, by invitation. Thereafter, daily informal showings at showroom. Contact: Grace Reeves, LW. 4-9000.		
March 17	ST. PATRICK'S DAY		
March 17	BERGDORF GOODMAN RELEASE--Curiel & Newman fashions. (Preview March 12)		
Wednesday March 17 12:30 P.M. Luncheon	SHOWING OF WOOL AND LINEN KNITS AT LUNCHEON	BANFF LTD. FOR MARTHA WEST	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Showing of wool and linen knits by Banff Ltd., for Martha West. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($4.50): CI. 6-9171.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday March 17	OPENING OF FALL KNIT COLLECTION	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
	Daily informal showings of Fall knit collection. Contact: WI. 7-8130.		
March 18	LORD & TAYLOR RELEASE--Parisienne fashions. (No Press Show)		
Thursday March 18 12:00 Noon Luncheon	FASHION SHOW - CLINIC AND LUNCHEON	HIGHLANDER SPORTSWEAR (1407 BROADWAY)	HOTEL ASTOR VERSAILLES ROOM
	Highlander will present their "School for Experts" seminar--preview of early Fall fashions; clinic for the care of suedes and leathers; a prototype of clinic that will be conducted in 40 cities; a color-sound movie; a film-strip; and demonstrations. For buying offices and merchandisers, by invitation. Contact: Bob Fishbein, LW. 4-1510.		
Thursday March 18 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
	Alexander's will present a luncheon showing of Spring couture fashions from Paris and Florence, featuring originals and adaptations. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Thursday March 18 4:00 P.M. Vernissage Champagne	CUSTOM HATS & COUTURE FOR SPRING-SUMMER '65	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
	Mr. John's "Brilliant Toulouse-Lautrec Collection"--custom millinery, haute couture dresses, suits, furs, custom jewels, and accessories. For customers, by invitation only. Publicity: Joseph Mann, PL. 7-1966.		
Thursday March 18 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORTS	OHRBACH'S	5TH FLOOR
	Open to public. March 18--Newark at 12:45 P.M. has been cancelled. March 19--Westbury at 12:45 P.M. Publicity: Mark Klauser, OX. 5-4000.		
March 19	MACY RELEASE DATE--American designer fashions. (No Press Show)		
Sunday March 21-March 24	FIFTEENTH NATIONAL PRESS WEEK IN DALLAS	TEXAS FASHION CREATORS ASS'N	HOTEL SHERATON DALLAS, TEXAS
	Newspaper fashion editors and syndicate writers will be invited to see Summer showings by members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.		
March 22	GIMBELS RELEASE--Children's Easter fashions. (No Press Show)		
Monday March 22 5:30 P.M. Cocktails	SPANISH FASHIONS BY RAPHAEL HERRERA	BONWIT TELLER	SHERATON-EAST HOTEL TRIANON ROOM
	Bonwit Teller will invite the press to meet Raphael Herrera from the Madrid House of Herrera y Ollero. By invitation. (For Release, Tues., March 23.) Publicity: Carolyn Saks, EL. 5-6800.		
Tuesday March 23 3:15 P.M. Cocktails	PREMIERE SHOWING: "LA FLAQUE DE PARIS"	CUDDLECOAT (500 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Premiere showing, for the press, of "La Flaque de Paris," a group of French raincoats, designed in Paris, to be manufactured by Cuddlecoat. Show at 3:30 promptly. By invitation. Publicity: Promotion Council of America, JU. 2-5172.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 24	MACY'S IMPORT SHOW FOR CUSTOMERS IN NEW HAVEN, CONN., at 12:15 P.M.		
Wednesday March 24 12:30 P.M. Luncheon	INTERNATIONAL "FUNNY GIRL" POP FASHIONS Showing of international "Funny Girl" pop fashions, inspired by the Broadway show, available at Franklin Simon. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($4.50): CI. 6-9171.	FRANKLIN SIMON	BARBETTA RESTAURANT 321 WEST 46TH STREET
March 24	ALEXANDER'S IMPORT SHOW FOR CUSTOMERS IN PARAMUS, N.J., 2:30 and 7:30 P.M.		
Wednesday March 24 5:00 P.M. Cocktails	PREVIEW: ELIZABETH ARDEN'S NEW MAKE-UP Elizabeth Arden and Bloomingdale's will invite the beauty editors for cocktails to preview a new make-up. By invitation. (For Release, Fri., March 26.) Publicity: Becky Cheney, PL. 3-3410.	ELIZABETH ARDEN; BLOOMINGDALE'S	ST. REGIS HOTEL LIBRARY SUITE
Thursday March 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Dresses and costumes, designed by Kasper for Joan Leslie, available at Lord & Taylor. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JOAN LESLIE (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday March 25 4:00 P.M. Cocktails	PREVIEW: FALL 1965 KNITWEAR COLLECTION Preview of Fall 1965 collection, introducing the "Plus" factor in knitwear. By invitation. Continuous daily showings thereafter at showroom. Contact: Kaye Gordon, CH. 4-4131.	TANNÉL (1400 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
March 26	BLOOMINGDALE'S RELEASE--New Elizabeth Arden make-up. (Preview, March 24)		
Friday March 26 9:15 A.M. Breakfast	PREVIEW: FALL '65 COAT COLLECTIONS Preview of Fall 1965 car coats, ski jackets, all purpose coats for misses, and juniors, designed by Christa Lange. Show at 9:45 promptly. By invitation. Contact: Fashion Show Coordinator--Gilda Rettig, OX. 5-4360.	AMCO OF NORVELT; O.R.F. JUNIORS	HOLIDAY INN(440 W.57) ROYAL BALLROOM
Sunday March 28-April 1	SHOWING: FALL SHOE FASHIONS Showing of shoe fashions, sponsored by Nat'l Assn. of Shoe Chain stores; New England Shoe and Leather Assn.; Nat'l Shoe Mfrs. Assn.; Nat'l Shoe Retailers Assn. Special breakfast, Mon., March 29 at 8:00 A.M.; Hotel Statler Hilton. Price: $7.50. Contact: John Gibbons, LO. 3-5585.	NEW YORK SHOE SHOW	HOTELS NEW YORKER & SHERATON-ATLANTIC
Monday March 29 9:30 A.M. Breakfast	PREVIEW: MADEMOISELLE ARLETTE FASHIONS Sylvie Vartan, the French singer, will be present to meet the press at a preview of Mademoiselle Arlette fashions. By invitation. (For Release, Tues., March 30.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Beginning Monday March 29	OPENING OF FALL JUNIOR KNITS Daily informal showings of Fall junior knits, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday March 29	EARLY FALL KNIT-WEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
	Continuous daily showings of early Fall knitwear collection. Contact: Robert Brown, LO. 4-1080.		
Beginning Tuesday March 30	OPENING: FALL COUTURE KNITWEAR	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Daily informal showings of Fall 1965 couture knitwear, designed by Lewis Claussen. (Note Change Of Date.) By appointment. (Express elevator to 16th floor.) Contact: OX. 5-5730.		
Beginning Tuesday March 30	OPENING OF TRANS-SEASON COLLECTION	ALAMOR DRESS CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuuous showings of Alamor's "Knit-wit" trans-season collection, designed by Joan Sparks. Contact: LO. 4-4668.		
April 1	LORD & TAYLOR RELEASE--Givenchy fashions. (No Press Show)		
Thursday April 1 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON	LAURENCE GROSS (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Fashions by Laurence Gross, available at Miss Bergdorf. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.		
Friday April 2 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
	"New Fashion Fabrics and Pure Art Movement"--Moderator: William M. Fine, Publisher--"Harper's Bazaar." Guests: Tzaims Lukus, fabric designer; Dorothy Rodgers, writer; Geraldine Stutz, President--Henri Bendel; Fred Wittop, stage designer. Co-chmn.: Ruth Sublette, The Wool Bureau, and Emelie Tolley, Benton & Bowles. Prices: $8.00, members; $10.00, guests. Fall-Winter 1965 fabrics exhibit, 8:30 A.M. to 11:00 A.M.; 2:30 P.M. to 4:00 P.M.; admission $2.00. Contact: CI. 7-3940.		
Saturday April 3-April 11	NINTH EDITION: INT'L AUTOMOBILE SHOW	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Publicity: Gene Graf at Transcom, JU. 2-7447.		
April 5	MACY'S RELEASE DATE--Easter fashions for children. (No Press Show)		
Monday April 5 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW	GALEY & LORD	HOTEL PLAZA TERRACE ROOM
	Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Tuesday April 6 10:00 A.M.	OPENING: ADVANCE FALL COLLECTION	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Advance Fall coat and suit collection on April 8, 13, 20 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.		
Saturday April 10-April 15	SECOND ANNUAL WINTER SPORTS TRADE SHOW	SKI COUNCIL OF AMERICA(10 W.33RD ST.)	SHERATON-ATLANTIC B'WAY & 34TH STREET
	About 70 manufacturers and importers will exhibit at the Winter Sports Trade Show (Snow Show). Contact: Doris Taplinger, TR. 4-3030.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday April 11-April 15	SIXTH ANNUAL SKI TRADE SHOW	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER (9TH FLOOR)
	Over 150 member firms will present ski apparel, equipment, footwear, and accessories, including more than 1500 different brand-name products. Registration fee: $5.00 (except for pre-registered retailers). Contact: Ralph A. des Rochas, executive director, MO. 1-1533.		
Cancelled April 13	WHITE STAG'S PREVIEW OF FALL SPORTSWEAR AND SKI FASHIONS, ORIGINALLY SCHEDULED FOR APRIL 13 AT 9:00 A.M. HAS BEEN CANCELLED. Contact: BR.9-1972		
Wednesday April 14 10:30 A.M. Breakfast	"INTERNATIONAL" SPORTSWEAR COLLECTION	GIMBELS	3RD FLOOR SPECIALTY CORNER
	Preview for the press of "International" sportswear fashions. By invitation. (For Release, Fri., April 16.) Publ.: Margot Infantino, LO. 4-3300.		
April 16	GIMBELS RELEASE--"International" sportswear. (Preview, April 14--See Above)		
April 16	PASSOVER BEGINS AT SUNDOWN (First day, Sat., April 17).		

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 18 11:00 A.M. Brunch	PRESENTATIONS OF FASHIONS AT BRUNCH	LEADING DESIGNERS	WALDORF-ASTORIA PEACOCK RESTAURANT
	Hats--Cesar Rubio. Fashions--Terry Allen, Baitch & Castaldi, Helena Barbieri designs for Modern Couture, Countess Alexander, Wilson Folmar, Gothe, Pattullo-Jo Copeland, Maurice Rentner, Roban Sport, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Show at 12:45. Brunch: $8.75 or a la carte; contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.		
Sunday April 18 12:45 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	MR. JOHN	HOTEL PLAZA TERRACE ROOM
	Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 1:45. Commentator: Mr. John. Reservations: $10.00; contact: "Banquet Dept.," PL. 9-3000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		
Sunday April 18 1:15 P.M. Luncheon	FASHIONS AT EASTER BENEFIT LUNCHEON	MR. JOHN	HOTEL PLAZA PERSIAN ROOM
	Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 2:30 for benefit of The Easter Seal Society. Commentator: Mr. John. Reservations: $17.50 (including one drink and gratuities; by advance payment only)--contact: SP. 7-1120. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		
Sunday April 18 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
	Hats -- John Frederics. Fashions--Terry Allen, Helena Barbieri designs for Modern Couture, Countess Alexander, Gothe, Janine Kahan, Nat Kaplan, Pattullo-Jo Copeland, Maurice Rentner, Roban Sport, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Furs--Christie Creations. Show at 1:45. Luncheon:(from $8.75); contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 19	ADVANCE FALL COAT & SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Advance coat and suit collection for Fall. Contact: LO. 4-3246.		
Tuesday April 20 1:00 P.M.	CAPSULE COLLECTION: ADVANCE FALL	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy's capsule collection for advance Fall. Contact: Lee Lerner, LO. 3-0988.		By appointment.
Tuesday April 20 4:00 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Malcolm Starr will present his advance Fall capsule collection, designed by Elinor Simmons and Gabrielle Andree, April 20, 22, 28 at 4:00 P.M. By reservation. Contact: Marion Auley, LA. 4-7690.		
Beginning Tuesday April 20	ADVANCE FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Showing of coat and suit collection for advance Fall. By appointment. Contact: LA. 4-3310.		
Thursday April 22 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Spring-Summer fashions by Pattullo-Jo Copeland, available at Bonwit Teller. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.		
April 26	MACY'S RELEASE DATE--California fashions. (No Press Show)		
Monday April 26 5:00 P.M. Cocktails	"GREAT AMERICAN" KNITS FOR FALL 1965	DU PONT COMPANY TEXTILE FIBERS	HOTEL ASTOR BALLROOM
	Showing of Fall knit fashions in Du Pont fibers. By invitation. Contact: Trade--Joy Diamond, 971-4326; Press--June Haims, 971-4658.		
Wednesday April 28 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT TERRACE ROOM
	Designs by students at their sixty-fifth annual fashion show. Show at 4:30 P.M. By invitation. Contact: Mrs. Harris, MA. 2-2200, Ext. 384.		
Thursday April 29 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION	NATIONAL KNITTED OUTERWEAR A&S'N	WALDORF-ASTORIA BALLROOM
	"All American Knit and Swimwear Panorama"--showing of fashions with fibers and yarns by: Allied Chemical; American Cyanamid; Joseph Bancroft & Sons; Celanese Corp. of America; Chemstrand; Dow Chemical; Durene Assoc. of America; Du Pont; Eastman Chemical Products; Herdman's Linen Yarns; Herbelein Patent Corp.(Helanca); Hercules Powder Co.; The Wool Bureau. Knitted outerwear buyers and press, by invitation. Tickets: $7.50. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.		
Friday April 30 9:30 A.M. Breakfast	PRESS PREVIEW OF RIVERA SPORTSWEAR	BLOOMINGDALE'S	3RD FLOOR
	Preview for the press of Italian and French imported sportswear. By invitation. (For Release, Mon., May 3.) Publicity: Louise Langdon, PL. 2-1212.		

Start Feb 28

OPERA...MOVIES...THEATRE

Monday March 15 — TWENTY-THIRD WEEK: METROPOLITAN OPERA — MET.OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 15: Verdi's "Ernani." Tues., March 16: Strauss' "Salome." Wed., March 17: Saint-Saens' "Samson et Dalila." Thurs., March 18: Barber's "Vanessa." Fri., March 19: Puccini's "Tosca." Sat. Mat., March 20: Verdi's "Aida." Sat. Eve., March 20: Verdi's "La Forza del Destino." Publicity: Francis Robinson, PE. 6-1200.

Tuesday March 16 — PREMIERE:"THE TRAIN"(Movie) — ASTOR THEATRE, B'WAY & 45TH STREET
United Artist release of an adventure film about the heroic fight of the Railroad Resistance workers in France, against the Nazis, during the closing days of World War II. Starring Burt Lancaster, with Paul Scofield, Jeanne Moreau, Michel Simon, Richard Munch, Wolfgang Preiss, and Suzanne Flon. About an inspector of trains and his efforts to save the Louvre's art masterpieces from the Germans. Screen story by Franklin Coen and Frank Davis. Producer: Jules Bricken. Director: John Frankenheimer. Publicity: Tess Michaels, CI. 5-6000.

Thursday March 18 — OPENING:"DO I HEAR A WALTZ?" — 46TH STREET THEATRE, 226 WEST 46TH ST.
Richard Rodgers will present a new musical based on the play, "The Time Of The Cuckoo" by Arthur Laurents. Starring Elizabeth Allen, Sergio Franchi, Carol Bruce, with Madeleine Sherwood, Julienne Marie, Stuart Damon, Fleury D'Antonakis, Mack Manning, Christopher Votos, James Dybas. Director: John Dexter. Costumes: Beni Montresor. Publicity: Frank Goodman and Ben Kornzweig, CI. 6-4180.

Thursday April 1-May 1 — OPENING:"MAURICE CHEVALIER AT 77" — ALVIN THEATRE, 250 WEST 52ND STREET
Alexander Cohen will present Maurice Chevalier in a limited engagement, the sixth presentation of Mr. Cohen's "Nine O'Clock Theatre." Publicity: Bill Doll, JU. 6-8894.

Thursday April 8 — OPENING:"THE ROAR OF GREASEPAINT" — BROADHURST THEATRE, 235 W.44TH STREET
Starring Anthony Newley, Cyril Ritchard, featuring 12-year old Lori Cesar and Joyce Jillson, with Gilbert Price, Rawley Bates, Cindi Howard, Lori Browne, Kay Cole, Murray Tannanbaum, in a new musical by Anthony Newley and Leslie Bricusse, presented by David Merrick. Director: Anthony Newley. Costumes: Freddy Wittop. Publicity: David Powers, TN. 7-8500.

Wednesday April 14 — OPENING:"A SIGN OF AFFECTION" — THEATRE TO BE ANNOUNCED
Gayle Stine will present the new Carolyn Green romantic comedy, starring John Payne with Lesley Ann Warren and Nan Martin. Director: Ron Winston. Costumes: Patricia Zipprodt. Publicity: Merle Debuskey & Seymour Krawitz, CI. 7-7507.

Monday April 19 — OPENING:"PLEASURES AND PALACES" — LUNT-FONTANNE THEATRE, 205 W. 46TH ST.
Starring Alfred Marks, Phyllis Newman, Hy Hazell, John McMartin, with Mervyn Vye, Mort Marshall, Eric Brotherson, Sammy Smith, Woody Ronoff, in a new musical by Frank Loesser and Sam Spewack, about Catherine The Great of Russia, and her lover, Potemkin; the American naval hero, John Paul Jones; and a young Polish Countess. Publicity: Reuben Rabinovitch,524-0697.

Tuesday May 11 — OPENING:"FLORA THE RED MENACE" — ALVIN THEATRE, 250 WEST 52ND STREET
Harold S. Prince will present a new musical comedy based on the novel, "Love Is Just Around The Corner" by Lester Atwell, about the lean year of 1935 in New York City. Starring Liza Menelli with Marie Louise Wilson, Stephanie Hill, Bob Dishy, Robert Kaye. Director: George Abbott, Costumes: Donald Brooks. Publicity: Mary Bryant, LT. 1-2430.

1966

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